

## **RECYCLE! EVERYTHING DESERVES A SECOND CHANCE.**

Recycling works! Everyday we use products made from recycled materials. What better thing can you do with that old newspaper or milk jug? When you recycle it, you give it a second chance. Around the globe - Maine to Malaysia - manufacturers rely on recycling to supply valuable materials.

Recycling builds a stronger economy and a cleaner environment. So next time, recycle those newspapers and milk jugs. After all, everything deserves a second chance!

### **Why is the State of Maine launching this campaign?**

Mainers continue to recycle more each year, but recycling has not kept pace with the growth in the amount of waste we generate. Even with recycling, we continue to buy and dispose of more tons each year, so the opportunities and importance of recycling are increasing as well.

The state has a 50% recycling goal. Our communities are recycling at varying degrees of success, resulting in a statewide average of 36%. Many of us are doing a good job of recycling, but when you look at what's in the waste we send to our incinerators and landfills, it's obvious that we still have more work to do.

We've done well, but we want to do better.

- In 2005, Maine residents generated 1.9+ million tons of MSW, or an average of 8 lbs/day/person. \* (See Maine Municipal Solid Waste on next page.)
- 87% of Mainers agree that recycling is a good thing to do. – Maine Survey conducted by Market Decisions, July 2006.

### **What is the purpose of the Maine Recycles Campaign?**

Its mission is to promote and increase recycling across more than 300 municipalities and regions throughout the state. Since each region or town determines how they will collect their recyclables, programs vary from town to town, resulting in a variety of drop-off centers (close to 60% of the state) and curbside programs (approximately 40% of the state).

The new website [www.MaineRecycles.com](http://www.MaineRecycles.com) is full of useful information and resources, including an online toolkit designed to support these diverse programs.

### **What is different about recycling today?**

- Recycling technology has become more sophisticated, resulting in a variety of convenient, user-friendly programs. Recycling is becoming easier than ever. For example, a number of communities have simplified sorting all items into one bin.
- Recycling is viewed as resource management, not waste management.
- Materials recovery is the preferred option for managing all our residential, commercial, and industrial discards.
- There are now over 300 public programs serving over 98% of the population of Maine.
- **What do people need to know?**
- “Recycling provides valuable materials for manufacturers and is essential to a sustainable future.”
- Recycling is easier than ever!
- Recycling is essential to a sustainable future.
- Maine’s new website, [www.MaineRecycles.com](http://www.MaineRecycles.com) is full of useful information and materials to help local recycling programs educate their communities. An online toolkit includes posters, brochures, ads, articles public service announcements and other promotional items that can be easily adapted and distributed for local use. Teachers will also find the website useful.

### **Who is the Maine Recycles Campaign aiming to reach with its message?**

The primary audience is Mainers who only recycle sometimes or always. The website provides information to help educate Maine residents and to assist municipal recycling programs, businesses and educators.

The Maine State Planning Office (SPO) convenes a steering committee which oversees development of the campaign. Members include representatives from Maine municipalities and businesses as well the Maine Resource Recovery Association, Androscoggin Valley Council of Governments, Kennebec Valley Council of Governments and Department of Environmental Protection, and the Northern Maine Development Council. SPO staff, along with the steering committee members and Dwell Creative, the public relations consultant, are promoting the campaign across Maine.

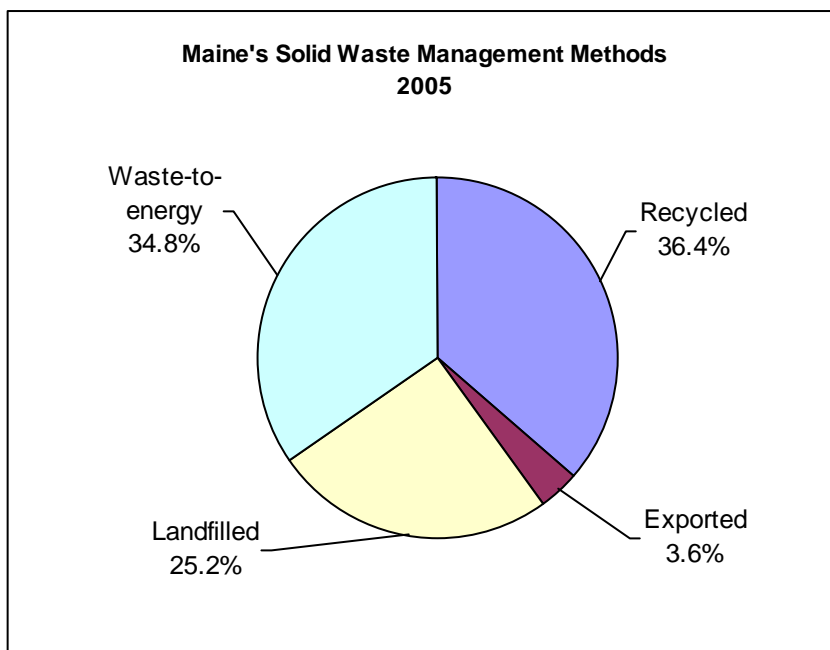
### **What materials are the most important for Mainers to recycle?**

Cardboard, all paper, tin cans and milk jugs are all a good value to recycle. Most beverage bottles and cans are returned and recycled through the deposit system.

Despite the vast quantities of plastic bottles sold every year, plastic bottle recyclers and recycled plastic users are experiencing a shortage in materials.

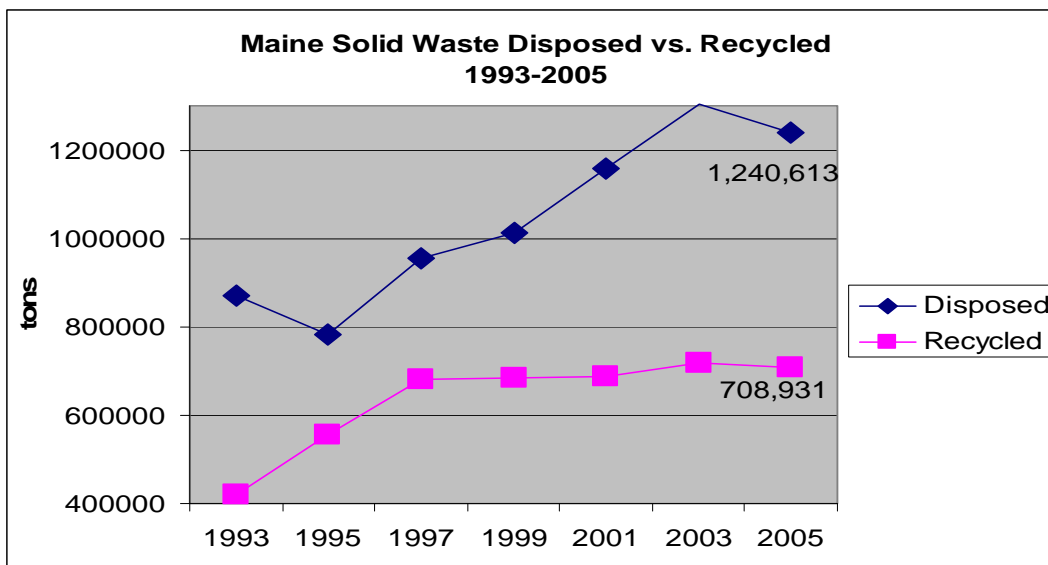
Source: [http://container-recycling.org/plastic\\_rates.htm](http://container-recycling.org/plastic_rates.htm)

### **Information about Maine Municipal Solid Waste**



- In 2005, Maine residents generated 1.9+ million tons of MSW, or an average of 8 lbs/day/person.\*

- This amount equals, 3,000 lbs. per year per person.
- Maine's per person generation is higher than the 2005 national average of 4.54 reported by the U.S. Environmental Protection Agency.
- One obvious reason why Maine's per person number is higher than the national average is that Maine includes both bulky waste and construction and demolition debris (CDD) in its definition of MSW, which the U.S. EPA does not. If we exclude these wastes from our numbers, the Maine per-person rate drops to 6.8 pounds per day.



- Another possible explanation for the higher weight per person is the impact of tourists. In 2005, an estimated 44 million visitor days were counted for Maine, which is the equivalent of about 120,000 year-round residents. We also attribute some of the difference to better tracking and accounting of the municipal solid waste generated within Maine.
- Municipal programs typically view recycling as an “add-on” to their garbage collection program and lack sufficient confidence in recycling to position it as the keystone of their waste management system.
- In 1989, Maine established a hierarchy to manage its solid waste: source reduction, reuse, and recycling/composting were set as priorities.
- The state has sufficient disposal capacity for at least the next 20 years and recycling efforts have significantly extended the lifespan of that capacity.